AMENDMENT

IN THE CLAIMS:

Pursuant to 37 CFR § 1.121, below is a complete listing of all claims in the application.

1. (Currently Amended) A method for ~~utilizing~~ identifying a subscriber as desirable to receive an advertisement based on information relating to ~~a~~ the subscriber's use of media programming delivered to the subscriber by a media delivery network, the method ~~subscriber to identify said subscriber~~ comprising:

~~receiving data from a plurality of programming and advertising sources;~~

~~receiving subscriber data about a subscriber's use of the programming and advertising sources, the subscriber data comprising~~ collecting subscriber data about the subscriber's use of the media programming, collecting the subscriber data comprising:

    i) identifying a command of interest from the subscriber;

    ii) forming an event record that comprises ~~a~~ the command of interest and a time associated with the command of interest;

transmitting the event record to a merge processor;

~~receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;~~

merging ~~said data from said plurality of programming and advertising sources, said subscriber data, and said subscriber attribute to create a subscriber information data store~~ the event record with data describing the media programming delivered over the media delivery network to form event timelines which describe the programming selected by the subscriber over a period of time;

matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving the advertisement; and ~~of said subscriber information data store with an advertisement attribute comprising product data about a product; and~~

if data from the event timelines ~~of said subscriber information data store~~ matches the at least one relevant criteria, ~~an advertisement attribute,~~ then identifying ~~said~~ the

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subscriber as a desirable subscriber to receive the ~~a selected~~ advertisement ~~from a provider of said product~~.

2. (Currently Amended) The method of claim 1, ~~wherein said subscriber comprises a consumer~~ the media programming comprising advertising content.

3. (Currently Amended) The method of claim 1, ~~wherein said data from the plurality of programming and advertising sources comprises~~ the media programming comprising television programming content.

4. (Canceled)

5. (Currently Amended) The method of claim 1, ~~wherein said data from the plurality of programming sources comprises duration information~~ the command of interest comprising a channel change request.

6. (Currently Amended) The method of claim 1, ~~wherein said~~ the at least one relevant criteria comprising ~~subscriber attribute comprises~~ demographic information.

7. (Currently Amended) The method of claim 1, ~~wherein said demographic information comprises a profession of said subscriber~~ the command of interest comprising invocation of an interactive television application.

8. (Currently Amended) The method of claim 1, ~~wherein said demographic information comprises a property ownership history of said subscriber~~ the command of interest comprising use of an ancillary device.

9. (Currently Amended) The method of claim 1, ~~wherein said~~ at least one relevant criteria comprising ~~subscriber attribute comprises~~ data related to at least one questionnaire response.

10. (Currently Amended) The method of claim 1, ~~wherein said~~ the at least one relevant criteria comprising ~~subscriber attribute comprises a purchase~~ information about the subscriber's purchases.

11. (Currently Amended) The method of claim 1, ~~wherein said purchase comprises a purchase of a product, wherein said purchase complements a product provided by said provider~~ the command of interest comprising a passive change in programming.

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Currently Amended) A computer-readable medium on which is encoded instructions for performing the following ~~computer program code for utilizing information relating to a subscriber to identify said subscriber comprising~~:

    collecting subscriber data about the subscriber's use of the media programming, collecting the subscriber data comprising:

        i) identifying a command of interest from the subscriber;

        ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

    transmitting the event record to a merge processor;

    merging the event record with data describing the media programming delivered over the media delivery network to form event timelines which describe the programming selected by the subscriber over a period of time;

    matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving the advertisement; and

    if data from the event timelines matches the at least one relevant criteria, then identifying the subscriber as a desirable subscriber to receive the advertisement.

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~~computer program code for receiving data from a plurality of programming and advertising sources;~~

~~computer program code for receiving subscriber data about a subscriber's use of the programming and advertising sources, the subscriber data comprising:~~

~~i) a command of interest from the subscriber;~~

~~ii) an event record that comprises a command of interest and a time associated with the command of interest;~~

~~computer program code for merging said data from said plurality of programming and advertising sources, said subscriber data, and said subscriber attribute to create a subscriber information data store;~~

~~computer program code for matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and~~

~~computer program code for analyzing the matched data to identify a desirability of said subscriber, such that if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product.~~

17. (Currently Amended) A system for <u>identifying a subscriber as desirable to receive an advertisement based on information relating to the subscriber's use of media programming delivered to the subscriber by a media delivery network, the system</u> ~~utilizing information related to a subscriber to identify the subscriber~~ comprising:

a <u>programming</u> content database, ~~wherein said~~ <u>the programming</u> content database ~~comprises~~ <u>comprising</u> data <u>describing the media programming delivered over the media delivery network;</u> ~~from a plurality of programming and advertising sources;~~

a subscriber-action database, ~~wherein said~~ <u>the</u> subscriber-action database ~~comprises~~ <u>comprising subscriber-action</u> ~~subscriber~~ data about ~~a~~ <u>the</u> subscriber's <u>selection and</u> use of the <u>media delivery network,</u> ~~programming and advertising sources,~~ the subscriber-action ~~subscriber~~ data comprising: ~~i) a command of interest from the subscriber; ii)~~ <u>at least one</u> ~~an~~ event record that comprises ~~a~~ <u>a</u> command of interest and ~~a~~ <u>a</u> time associated with the command of interest;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor ~~electronically~~ connected <u>via means for communication with the programming</u> ~~to said~~ content database, ~~said~~ <u>and the</u> subscriber-action database, ~~said subscriber attribute database, and said subscriber information database, wherein said~~ <u>the</u> merge processor <u>for forming at least one event timeline which describes the media programming selected by the subscriber over a period of time by merging data from the programming content database with data from the subscriber-action database;</u> ~~is operative to merge information from said content access information content database, said subscriber action database, and said subscriber attribute database to create data in said subscriber information database; and~~

<u>a subscriber attribute database, the subscriber attribute database comprising at least one relevant criteria describing which subscribers are desirable for receiving the advertisement; and</u>

a data analyzer ~~electronically~~ connected <u>via means for communication</u> to ~~said~~ <u>the</u> subscriber attribute ~~information~~ database <u>and the merge processor,</u> the ~~said~~ data analyzer <u>for</u> matching data <u>from</u> ~~of said~~ <u>the</u> subscriber attribute <u>database</u> ~~information data store~~ with <u>data from event timelines</u> ~~an advertisement attribute comprising product data about a product, said analyzer further characterizing the subscriber as~~ <u>to identify</u> ~~with~~ a desirable subscriber to receive ~~a selected~~ <u>the</u> advertisement ~~if data of said subscriber information data store matches an advertisement attribute.~~

18. (Currently Amended) The system of claim 17, ~~wherein said subscriber attribute database comprises~~ <u>the at least one relevant criteria comprising</u> a purchase history database.

19. (Currently Amended) The system of claim 18, ~~wherein said~~ <u>the</u> purchase history database comprising a credit card database.

20. (Currently Amended) The system of claim 17, ~~wherein said subscriber attribute database comprises of~~ <u>the at least one relevant criteria comprising a</u> property ownership database.

21. (Currently Amended) The system of claim 17, ~~wherein said subscriber attribute database comprises~~ the at least one relevant criteria comprising a survey result database.

22. (Currently Amended) The system of claim 17, ~~wherein said~~ the data analyzer ~~comprises~~ further comprising a report creator.

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Canceled)

35. (Canceled)

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36. (Canceled)

37. (Canceled)

38. (Canceled)

39. (Canceled)

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Currently Amended) The computer-readable medium of claim 16, <u>the media programming</u> <u>comprising advertising content</u> on which is encoded computer program code further comprising: computer code for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

44. (Currently Amended) The computer-readable medium of claim <u>16, the media programming</u> <u>comprising television programming content.</u>17, further comprising: a communications interface for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Canceled)

49   (New) The computer-readable medium of claim 16, the command of interest comprising a channel change request.

50.   (New) The computer-readable medium of claim 16, the at least one relevant criteria comprising demographic information.

51.   (New) The computer-readable medium of claim 16, the command of interest comprising invocation of an interactive television application.

52.   (New) The computer-readable medium of claim 16, the command of interest comprising use of an ancillary device.

53.   (New) The computer-readable medium of claim 16, the at least one relevant criteria comprising data related to at least one questionnaire response.

54.   (New) The computer-readable medium of claim 16, the at least one relevant criteria comprising information about the subscriber's purchases.

55.   (New) The computer-readable medium of claim 16, the command of interest comprising a passive change in programming.